

EL PASO—the Metropolis of the Southwest

100,000 Population In 1915

The Center of the Richest Farming Country and the Greatest Mining Districts in the World

HISTORICALLY.

Twenty-two years before the Pilgrims founded their colony at Plymouth, a Spanish commander, Onate, leading his troops from old to New Mexico, stopped for rest and recreation at a picturesque adobe settlement on the banks of the Rio Grande, and wrote under date of May 4th, 1598, to his friends in Spain, a glowing description of the future possibilities of this hamlet, which was destined to become the metropolitan city of El Paso. For over three hundred years the spell of "manana" (tomorrow) held full sway, and in 1858, El Paso, then known as Franklin, was still a sleepy little settlement of about three hundred inhabitants, three-fourths of whom were Mexicans, the nearest railroad or telegraph station being over a thousand miles away. Despite this apparently hopeless isolation, there were a group of pioneers who saw that nature had intended that this particular location should become the distributing point and center of commercial activity for an enormous area, and on February 25th, 1859, a proposed plan was drawn of the City of El Paso, setting forth the principal streets, plazas and highways as they exist today. Twenty-five years of slow but steady growth followed, and in a "real" city directory published in 1885, the compiler proudly proclaimed El Paso to be the railroad center and business metropolis of the entire Southwest.

Baron Von Humboldt, the historian, once said: "Somewhere on the border of Mexico and the United States, a mighty city will spring into existence to become the metropolis of all that region." El Paso is destined to fulfill this wise prediction, for she stands not only in the natural gateway between the United States and Mexico, but controls as well, the lowest and best railroad pass across the continental divide.

EL PASO TODAY.

It is the purpose of this article to show the splendid record made by El Paso during the past ten years, not only through the remarkable development of the Rio Grande Valley lands, but along industrial, financial and commercial lines as well. These facts and figures show no trace of the so-called western boom town, but rather of a sturdy, healthy growth, that bespeaks a solid foundation and reduces its future prospects to material certainties.

El Paso occupies a peculiar place among America's great cities, for you may travel a distance of 1500 miles from east to west, or a like distance from north to south, without reaching a city that approaches El Paso either in population or commercial importance. This does not mean a journey through an almost endless stretch of desert, but of well-stocked ranches, rich mining districts, and some of the greatest farming countries in the world. It means an enormous trade from the people living in this great area who come to El Paso for their supplies and machinery, while the miners ship their ores to El Paso's great smelters.

The invasion of this vicinity by experienced ranchmen and farmers and the growth of the small towns situated in lower New Mexico, Arizona and Western Texas during the past five years is considered remarkable.

From a population of only 15,000 in 1896, El Paso has grown to a substantial city of nearly fifty thousand, while her property valuation during the same period has climbed from \$4,000,000 to \$60,000,000. Her postoffice receipts from \$8000 per annum to \$108,079.08.

BUILDING RECORD

Since the first of January, 1909, there has been expended \$1,500,000 on new buildings, and this sum does not include many costly residences erected in the outlying districts, some of which are outside of the city limits. As many as fifty-six building permits were issued in a single month, alone, and called for a total investment of \$245,416.

Among the more notable buildings erected during the present year, or under course of erection at the present time are:

The El Paso Chamber of Commerce, \$50,000.
The Globe Flour Mills, \$135,000.
The Globe Ice & Cold Storage Co., \$115,000.
Stevens Building, \$20,000.
Toltec Club (including furnishings), \$125,000.
A new addition to the El Paso Foundry & Machine Plant, \$10,000.
Caples Building, \$90,000.
Groesbeck Building, \$12,500.
Dr. Turner's residence, \$25,000.
W. W. Turney's residence, \$45,000.
The Rio Grande Valley Bank & Trust Building, \$75,000.
Marion Apartments, \$32,000.
Ainsa Apartments, \$28,000.
Hoffecker Warehouse, \$12,000.
Kohlberg residence, \$20,000.
An addition to El Paso Electric Railway Plant, \$14,500.
Herald Building, \$60,000.
White Building, \$20,000.
American National Bank Building, \$150,000.
Mills Building, \$200,000.
Banner-Roberts Building, \$80,000.
Schutz Building, \$35,000.
Krakauer, Zork & Moye Building, \$75,000.

The records also show a score of splendid homes, some of which are quite elaborate, and range in cost from \$3000 to \$35,000 each; this is the type of solid growth which places El Paso amongst the most progressive cities in the country.

In addition to the several six and seven story buildings, and a large number of smaller business blocks now under course of construction, plans are being prepared for the erection of several seven and eight story buildings, and the remodeling and enlargement of many of the better older buildings occupying prominent sites in the business sections of the city. It is expected the building operations of the year 1910 will exceed all previous records, and will aggregate more than \$2,000,000.

Three hundred thousand dollars is being paid out this year in improving and paving the residence streets alone, and \$100,000 in enlarging and improving her sewer system.

First class street paving was an unknown luxury ten years ago. Now the city has 20 miles of the best, also 36 miles of cement sidewalk. Thirty-five miles of street car track solve the rapid transit problem, and additional lines are constantly being added to the system.

The tax values of the city are based on 60 percent of the cash value of the property.

BANKING FACILITIES.

El Paso is the financial clearing house for a territory of more than a thousand miles square. Especial attention, however, should be given to El Paso's "panic record." During the general "money tie-up" of 1907-1908, El Paso probably felt the financial stringency less than any city of its size and commercial importance in the United States. The best possible proof of this statement lies in the El Paso Clearing House reports for that period, which are as follows:

December, 1907	\$2,717,533.36
Average daily	87,662.37
January, 1908	2,769,817.08
Average daily	89,348.94
February, 1908	2,871,991.65
Average daily	102,571.13
March, 1908	3,682,112.78
Average daily	125,229.44
April, 1908	3,825,697.99
Average daily	126,523.26
May, 1908	3,222,543.45
Average daily	103,953.01

Grand daily average for the six months' period from December, 1907, to June, 1908, \$105,881.36. Grand total clearings for the same six months' period, \$19,089,696.31. Grand monthly average, \$3,181,616.05. To grasp the true importance of these figures, do not overlook the dates, as the period selected embraces the time when the whole country was in the grasp of an almost overwhelming pall of business depression.

There are five National banks and two trust companies in El Paso, with aggregate resources of \$11,935,548.97, and nearly \$8,000,000 on deposit.

Total clearance for the year 1909 amounts to \$49,379,488.78, a daily average of \$164,865.49.

RELIGIOUS AND SOCIAL CONDITIONS.

Thirty-six churches of all creeds and denominations, representing a total cost of over \$500,000, make El Paso the most prominent religious center in the entire southern border-land. Complete freedom and a hearty co-operation where the spiritual good of the city is at stake has made the church element the predominating factor for all that is progressive and decent in this community.

El Paso is a typical city of homes, for, while she has many costly and not a few palatial mansions, the usual brick cottage set in its own little frame of lawn and hedge makes it what it should be, a modern American city of home lovers and home owners.

Every fraternal order of standing has a branch and in most instances has erected a temple in the city of El Paso. The Masons occupy a substantial structure in the heart of the business district. The Elks' Club House is one of the finest in the South. Other fraternal organizations also occupy splendid quarters, so that over \$500,000 has been invested in permanent Fraternal structures in this city.

There are numerous social clubs; the Country Club, with its ideal location, being situated just outside the boundaries of the United States Military Reservation, where excellent golf links and tennis courts may be enjoyed, represents a total investment of \$75,000. The Toltec Club will shortly take possession of its new \$125,000 home. The Progress Club occupies magnificent quarters in one of the down-town bank buildings, facing the Pioneer Plaza. The Y. M. C. A. has been remarkably successful in its work in El Paso, and their entire home now represents an investment of \$130,000. There is also the Y. W. C. A., which has been recently organized, who have commodious and comfortable quarters in the business center, consisting of lunch and rest rooms, where young women employed in business houses and offices of the city can find congenial companions and seclusion from the general public. The organization is meeting with eminent success, and plans for their boarding home have been accepted. The building will cost about \$20,000. There are two large theaters and six small ones in El Paso, representing a total investment of \$200,000. The city also owns a pleasure park of 30 acres, located in the eastern district of the city; here the El Paso Fair Association holds its annual exposition every fall, at which time the annual reception to Chief Os-Aple by the citizens of El Paso is held. An amusement company furnishes outdoor fun during the summer months, and excellent facilities are furnished the professional baseball teams, as well as the local driving clubs, all of whom make their permanent headquarters at this point. There are six smaller parks, all of which are kept in the highest possible state of cultivation, and floral beauty. El Paso has reason to be proud of her park system, which compares favorably with the larger Eastern centers.

Next Saturday El Paso's exports, imports, manufacturing interests, mining interests, etc., will be shown in this paper.

Any of the Following Will Tell You All About El Paso, Texas

AUSTIN & MARR, Caples Bldg., El Paso, Texas.
WM. MOELLER, Herald Bldg., El Paso, Texas.
A. P. COLES & BROS., American Nat'l. Bank Bldg., El Paso, Texas.
HATTON REALTY CO., 224 Mesa Ave., El Paso, Texas.
NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.
FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.
LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.
PENCE BROS., 217 Texas St., El Paso, Texas.
ANDERSON-BENNETT REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.
D. G. HEINEMAN, 207 St. Louis St., El Paso, Texas.
J. R. BOND, Plaza Block, El Paso, Texas.
H. L. HOWELL, Herald Building, El Paso, Texas.
MAPLE & CO., 209½ Mesa Ave., El Paso, Texas.

LATTA & HAPPER, Mills Bldg., El Paso, Texas.
J. R. FISK, Trust Bldg., El Paso, Texas.
CASSIDY & DAVIDSON, Buckler Bldg., El Paso, Texas.
BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.
LEE H. ORNDORFF, 209 St. Louis St., El Paso, Texas.
JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.
R. C. BAILEY, 306 Mesa Ave., El Paso, Texas.
LOOMIS BROS., 202 Texas St., El Paso, Texas.
PETERMAN & LANDSEN REALTY CO., Ysleta, Texas.